GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1357
ANSWERED ON:03.03.2000
QUALITY OF PROGRAMMES ON DOORDARSHAN
AJAY SINGH CHAUTALA;RADHA MOHAN SINGH;RAGHUNATH JHA;SHIVAJI VITHALRAO KAMBLE

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government have formulated/proposed a plan to release variety of entertainment, educational and other cultural programmes on National Channel, DD Metro and other channels in general and particularly for youths & kids during 2000-2001;

(b) if so, the details thereof;

(c) whether the quality of programmes presented on DD National and DD metro andother channels is gradually deteriorating as compared to the other countries;

(d) if so, the reasons therefor; and

(e) the details of steps proposed to improve the coverage, quality and popularity of Doordarshan programmes in the country?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF TH DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY)

(a): It has been intimated by Prasar Bharati that Doordarshan is already telecasting awide variety of sponsored programmes on its channels which include entertainment, educational and cultural programmes. Various programmes for youth and kids have also been slotted to cater to their needs.

(b): Details in respect of DD National are annexed.

(c): No, Sir.
(d): Does not arise.

(e): Following measures have been taken by Prasar Bharati to improve the coverage,quality and popularity of Doordarshan programmes in the country:

(i): Over 300 transmitter projects are under implementation/approved for expansion of coverage.

(ii): Modernisation and upgradation of facilities at Doordarshan Kendras.

(iii): Slotting of wider variety and high quality programmes.

(iv): Judicious selection of software and its processing.

(v): Regular and close supervision by establishing a preview setup in Doordarshan headquarters to check each programme for content and quality.